



# **PA WIC Participant Nutrition Satisfaction Survey Results 2016**

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# Nutrition Education Satisfaction Survey

- Nutrition Section goal included with the FFY16 State Plan
- 50 per primary clinic site (almost 5500 total distributed)
- 4443 survey responses entered at this time
- Limitations on some questions:
  - Length of time on WIC – we did not specify whether it was continuous or not
  - For several questions – we did not specify to answer based on current status, so the responses may reflect previous history as well
  - Did not do any analysis on combination responses to see which might have been answered together

# Survey Results – Age Group

18 or less	181	4.06%
19-24	1218	27.31%
25-30	1586	35.56%
31 and over	1475	33.07%

# Survey Results – WIC Category

Breastfeeding	520	11.72%
I do not receive WIC checks for myself	2036	45.88%
Non-Breastfeeding	1304	29.38%
Pregnant	578	13.02%

# Survey Results – Category for Child

Breastfed infant (with or without formula)	630	11.62%
Child 1-3 years	2518	45.48%
Child 4-5 years	942	17.07%
Formula fed infants	1429	25.89%

# Survey Results – Length of Time on WIC

1-2 years	908	20.42%
6 months - 1 year	904	20.33%
Less than 6 months	565	12.71%
More than 2 years	2069	46.54%

# Survey Results – Nutrition Education

Answers to your questions	3629	50.89%
I did not receive nutrition education	322	4.52%
Topics of your choice or interest	2617	36.74%
Topics that did not interest you	559	7.85%

# Survey Results – How helpful is education?

I did not receive nutrition education	148	3.33%
Not helpful	19	0.43%
Somewhat helpful	678	15.24%
Very helpful	3605	81.01%



# Survey Results – How helpful are flyers and pamphlets?

I did not receive flyers or pamphlets	151	3.40%
Not helpful	35	0.79%
Somewhat helpful	835	18.79%
Very helpful	3423	77.03%

# Survey Results – How often do they refer back to flyers?

I did not receive flyers or pamphlets	119	2.69%
Never	115	2.60%
Often	1700	38.43%
Rarely	389	8.79%
Sometimes	2101	47.49%

# Survey Results – Behaviors Changed?

Breastfeed longer	766	3.00%
Cook more meals	1475	5.77%
Drink fewer sugary drinks	1897	7.42%
Drink less juice	1202	4.70%
<b>Drink more water</b>	<b>2459</b>	<b>9.62%</b>
Eat less fast food	1966	7.69%
Eat more dairy foods	2071	8.10%
<b>Eat more fruits and vegetables</b>	<b>3494</b>	<b>13.66%</b>
Eat more iron-rich foods	1708	6.68%
Eat more meals together as a family	1509	5.90%
<b>Eat more whole grains</b>	<b>2437</b>	<b>9.53%</b>
Exercise more	1100	4.30%
Other (please specify)	109	0.43%
Smoke less or quit smoking	636	2.49%
Try new foods	1879	7.35%
Wean baby from bottle	864	3.38%

# Survey Results – Preference for learning

Bulletin boards and displays	917	10.40%
Conversation with WIC staff	2733	30.99%
Flyer or pamphlet	2236	25.35%
Food demonstration or cooking class	712	8.07%
Group class	287	3.25%
Short lesson on a computer at the WIC office	378	4.29%
Short lesson on computer or phone from home	616	6.98%
Text messaging	941	10.67%

# Survey Results – Topics of interest?

Eating more fruits and vegetables	897	6.86%
Feeding a toddler or preschooler	1212	9.27%
Food Safety	683	5.22%
Healthy snacks	1444	11.04%
Infant feeding	608	4.65%
Losing weight/maintaining a healthy weight	1869	14.29%
Other (please specify)	108	0.83%
Physical activity	799	6.11%
Picky Eaters	1790	13.69%
Recipes for quick and healthy meals	1978	15.13%
Shopping on a budget	1689	12.92%

# Survey Results – Which items would you use if WIC provided them?

Cups for infants and toddlers	3608	21.73%
Plates	2999	18.06%
Recipe books	3430	20.66%
Spoons for infants and toddlers	3249	19.57%
Toothbrushes	3320	19.99%

# Key Points to Communicate to Staff

- WIC participants value the nutrition education they receive
- They get the most out of speaking with the staff
- They also appreciate and use the pamphlets and flyers provided
- Over half of the participants surveyed have been on the program more than a year
- Participants do change behaviors as a result of being on WIC
- They would like more information on healthy meals, dealing with picky eaters, and tips on losing weight
- **ALL YOUR EFFORTS MAKE A DIFFERENCE IN IMPROVING LIVES!!!**